

ORDER

Orders
Order / Rev: 59311
Alt Order #: 09827038
Product Desc: FLINN FOR CONGRESS
Estimate: 2730
Flight Dates: 09/25/12 - 10/08/12
Original Date / Rev: 09/24/12 / 09/25/12
Order Type: GENERAL

WPTY - ABC24

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Strategic Media Placement
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Dr. Flinn for Congress
Demographic: A35+
Product Codes: US Congress
Priority: P-3
Revenue Codes: AGY, GEN, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	4	\$380.00	\$323.00
10/01/12	10/08/12	11	\$2,460.00	\$2,091.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	4	\$380.00	\$323.00	0.00
October 2012	11	\$2,460.00	\$2,091.00	0.00
Totals	15	\$2,840.00	\$2,414.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share	Share	Total
WPTY - ABC24	5%	\$2,840.00
Market	100%	\$56,800.00

Competitive Share	Share	Total
ELMT	0%	\$0.00
UNKWN	0%	\$0.00
WHBQ	19%	\$10,792.00
WLMT	2%	\$1,136.00
WMC	32%	\$18,176.00
WREG	42%	\$23,856.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WPTY	09/26/12	10/08/12	M-F 6a-7a News ABC 24 News at 6a	CM	6:00 AM-7:00 AM	MTWTF--	:30	3	\$40.00	P-4	0.00	NM	6	\$240.00
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	M-WTF--					3	\$40.00		0.00			
		Week: 10/02/12	10/08/12	MTWTF--					3	\$40.00		0.00			
E 2	WPTY	09/26/12	10/08/12	M-F 6p-630p News ABC 24 News at 6p	CM	6:00 PM-6:30 PM	MTWTF--	:30	1	\$100.00	P-4	0.00	NM	2	\$200.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	M-WTF--					1	\$100.00		0.00			
		Week: 10/02/12	10/08/12	MTWTF--					1	\$100.00		0.00			

Order / Rev: 59311
Alt Order #: 09827038
Flight Dates: 09/25/12 - 10/08/12

Advertiser: Dr. Flinn for Congress
Product Desc: FLINN FOR CONGRESS
Estimate: 2730

WPTY - ABC24

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WPTY	09/26/12	10/08/12	M-F 10p-1035p ABC 24 News at 10p	CM	10:00 PM-10:35	PIMTWTF--	:30	3	\$150.00	P-4	0.00	NM	6	\$900.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/25/12	10/01/12	M-WTF--		3		\$150.00		0.00					
	Week:	10/02/12	10/08/12	MTWTF--		3		\$150.00		0.00					
E 4	WPTY	10/01/12	10/01/12	Mon Spec Dancing With the Stars	CM		M-----	:30	1	\$1,500.00	P-4	0.00	NM	1	\$1,500.00
DANCING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/01/12	10/07/12	M-----		1		\$1,500.00		0.00					
													Totals	15	\$2,840.00

Rep Order# 9827038
Ver# 1
Status New

Printed: 09/24/2012 3:57 PM
Last Received: 09/24/2012 3:52 PM
Showing Buylines: All Lines

2 of 3

Station WPTY-TV MEMPHIS, TN
Advertiser () POLITICAL
Product FLINN FOR CONGRESS
Estimate# 2730
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2730
Flight Dates 09/25/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () RYAN GORDON
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---
 GEORGE FLINN FOR CONGRESS (D-9) *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---
 **URGENT NEW POLITICAL ORDER
 TTL=2840
 PLEASE CONFIRM ASAP (FLT BEGINS TOMORROW) RYAN 9/24

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F,M	6A-7A	AM NEWS	:30	\$40.00	09/25-10/08	3	2	6	\$240.00	
	2	TU-F,M	6P-630P	EARLY NEWS	:30	\$100.00	09/25-10/08	1	2	2	\$200.00	
	3	TU-F,M	10P-1035P	LATE NEWS	:30	\$150.00	09/25-10/08	3	2	6	\$900.00	
	4	M	7P-9P	DANCING	:30	\$1,500.00	10/01-10/01	1	1	1	\$1,500.00	

---REPORT TOTALS---
 Report Totals: 15 / \$2,840.00

---SALES MONTHLY TOTALS---
 Sep 12: 5 / \$480.00 Oct 12: 10 / \$2,360.00
 Sales Totals: 15 / \$2,840.00
 Station Totals: 15 / \$2,840.00

Station WPTY-TV MEMPHIS, TN
Advertiser () POLITICAL
Product FLINN FOR CONGRESS
Estimate# 2730
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2730
Flight Dates 09/25/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () RYAN GORDON
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Lines not sent/rcld/rtrn: 0 / \$0.00
---COMPETITIVE---

Market Totals	\$56,800	CABL 0%	UNKN 0%	WHBQ 19%	WLMT 2%	WMC 32%
		WPTY 5%	WPXX 0%	WREG 42%		
Books	NOV12					
Demos	RA35+					